

Amendments to the Claims

This listing of claims will replace all prior listings of claims in the application.

Listing of Claims

1. (Original) Price indication label comprising an attachable label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion, characterized in that the surface material of the price indication region and the surface material of the advertisement region are different each other.

2. (Original) Price indication label claimed in Claim 1 characterized in that at least one of surface materials of the price indication region and the advertisement region comprising a different colored ink for printing from a color of other regions.

3. (Original) Price indication label claimed in Claim 1 characterized in that at least one of surface materials of the price indication region and the advertisement region comprising a thermo sensitive multi color fixing agent.

4. (Original) Price indication label claimed in Claim 1 characterized in that at least a part of a surface material of the advertisement region comprising a see through material capable for reading printed information on a surface being attached the label.

5. (Original) Price indication label claimed in Claim 4 characterized in that the see through material having a cancel indication mark for denying the printed information through the material being attached the label.

6. (Original) Price indication label claimed in Claim 1 characterized in that a back surface at least corresponding to the price indication region having a layer of adhesive material.

7. (Original) Price indication label claimed in Claim 6 characterized in that at least a part of the advertisement region capable for being folded towards to the back surface of the label to glue the folded part to the back surface so as to free from being attached.

8. (Original) Price indication label claimed in Claim 7 characterized in that the fold line by folded towards to the back surface having perforations.

9. (Original) Method for indicating a current price using a price indication label comprising an attachable label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion characterized in that the current price being indicated by using a different color from colors of the advertisement region.

10. (Original) Method claimed in Claim 9, characterized in that the current price being indicated by using the surface color of the price indication region.

11. (Original) Method for indicating a current price using a price indication label comprising an attachable label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion characterized in that a layer of adhesive material being provided on the back surface corresponding to at least the price indication region.

12. (Original) Method for indicating a current price using a price indication label comprising an attachable label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion characterized in that a layer of adhesive material being provided on the back surface corresponding to the price indication region and attaching the label body to a place so as to deny the printed information on the attached surface seeing through the label material.

13. (Original) Method for indicating a current price using a price indication label comprising an attachable label body which has a price indication region capable of indicating a current price and an advertisement region capable of advertising information for sales promotion characterized in that folding a part of the advertisement region towards the back surface of the label body in order to glue to the back surface.

14. (Currently Amended) Method claimed in ~~Claims 11, 12 or 13~~Claim 11, characterized in that attaching the label body on a tag of merchandise.

15. (Currently Amended) Method claimed in ~~one of Claims 11, 12 and 13~~Claim 12, characterized in that attaching the label body on a tag of merchandise.

16. (New) Method claimed in Claim 13, characterized in that attaching the label body on a tag of merchandise.